

# 2019 Profile of Local Arts Agencies

Welcome to the customized 2019 Profile for your local arts agency. This year's profile includes the annual questionnaire followed by a pair of supplemental modules that take a deeper dive into the topics of cross-sector partnerships with non-arts organizations as well as local and state option taxes that are used to support the arts.

## Definition of a Local Arts Agency (LAA):

The nation's approximately 4,500 local arts agencies promote, support, and develop the arts at the local level, ensuring a vital presence for the arts throughout America's communities. LAAs are diverse in their make-up. They have many different names and embrace a spectrum of artistic disciplines. Each LAA in America is unique to the community it serves, and each evolves within its community—no two LAAs are exactly alike in name, programming, or even mission. *All types of local arts agencies are urged to participate in the Annual Profile survey!* Common names for LAAs include:

- Arts Council (or Arts & Humanities Council, or Arts & Cultural Council, etc.)
- Arts Commission, Cultural Commission, or Heritage Commission
- Department of Cultural Affairs
- Cultural Council or Cultural Alliance
- Arts Center
- Business Council for the Arts
- United Arts Fund
- Or any creative name to suggest the work they do such as ArtsWave and 4Culture

## Important Notes and Instructions:

- We highly recommend that it be completed on a desktop or laptop computer (not on a phone or tablet).
- If your LAA completed last year's Profile, this survey has been "pre-populated" where appropriate with the previous answers. Similarly, if you complete this year's Profile, we will pre-populate your answers into next year's survey.
- The link you received to access the LAA Profile has been customized specifically for [contact('organization')]. The link may be forwarded to colleagues so that they may help complete the questionnaire. For example, send it to your finance person once you get to the budget page.
- An answer to each question is required before you can proceed to the next page.
- Each time you complete a page and move to the next page, all your answers are captured and stored.
- Always enter whole numbers whenever the survey asks for a numerical response. Do not enter decimals.
- When you don't know the exact answer, your best estimate is fine.
- If necessary, use the "Low Vision Mode" button at the top of each page to expand the font size.
- The LAA Profile must be completed and submitted using this online portal. To help prepare, you may *review/print* a [PAPER VERSION](#).

**Ready to begin? Click "Next Page" to approve/update the contact information we have on file for your local arts agency, and then begin the survey.**

## Section 1 of 8: Contact Information

Below is the contact information that we currently have in our database for your local arts agency. To begin, **please review this information very carefully, and make any changes or additions.**

Local Arts Agency:\*

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Mailing Address:\*

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Street Address (*OPTIONAL—only if different than mailing address*):

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City or Town:\*

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State:\*

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ZIP/Postal Code (*for mailing address*):\*

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County or Parish (*NOT country*):\*

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Phone Number (*in the "###-###-####" format only*):\*

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Home Page of Primary Web Address:\*

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Name of Chief Staff Executive (*i.e., the person responsible for the day-to-day management of the LAA*):\*

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Title/Position held by Chief Staff Executive (*e.g., executive director, president and CEO, cultural affairs manager, board president*):\*

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Email Address of Chief Staff Executive:\*

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**Changes/Updates/Additions:**

**Did you make changes, updates, or additions to any of the contact information that is listed above?\***

Yes

No (the contact information above was already complete and accurate)

**For Clarification:**

**In rare cases, we may need to contact your LAA to clarify the information it provides on this survey. If so, should we contact the chief staff executive that is listed above, or is there another person we should contact?\***

Contact the chief staff executive (listed above)

Contact a different person

**Name of Contact Person (*for follow-up questions only*):\***

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**Title/Position held by Contact Person (*for follow-up questions only*):\***

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**Email Address of Contact Person (*for follow-up questions only*):\***

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## Section 2 of 8: Background Information

**TIME-SAVER:** If (and only if) your local arts agency submitted a fully-completed 2018 LAA Profile, *we have "pre-populated" some of last year's answers into this year's survey.* In these cases, you will see a "**PRE-POPULATED**" logo above each question for which we have imported the answer that your LAA provided last year. *Review each question to confirm that the answer is still accurate and make changes if appropriate.*

If you would like to receive a PDF of the survey answers submitted last year by your local arts agency, please contact us at [research@artsusa.org](mailto:research@artsusa.org) (and be sure to include the name, city, and state of your organization in the body of the email).

### **PRE-POPULATED**

#### **QUESTION 1:**

Which of the following categories best characterizes the **primary geographic area served** by your LAA?\*

- City or town
- Single county
- Multiple counties
- Multiple cities and/or towns (but NOT defined by county borders)
- Other

### **PRE-POPULATED**

#### **QUESTION 1a:**

Describe the **primary geographic service area** that you identified for your LAA in the previous question. What geographic boundaries are used to define its service area? For example, list the counties or cities that are included in the definition.\*

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### **PRE-POPULATED**

#### **QUESTION 2:**

Provide the **total population** of your LAA's primary geographic service area (identified in the question above). The most recently available estimates from the U.S. Census Bureau for all cities, towns, and counties can be found using the following links to the Census website:

[CITIES/TOWNS](#) and [COUNTIES](#).\*

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**PRE-POPULATED**

**QUESTION 3:**

In what calendar year was your LAA **founded/established**? Enter the full 4-digit calendar year. Ignore name changes, re-branding efforts, and mergers with other organizations. (For example, if your LAA was originally founded in 1980, merged with another organization in 2004, and adopted a new name and mission statement in 2008, then the correct answer to this question is "1980.")\*

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**PRE-POPULATED**

**QUESTION 4:**

Does your LAA have a **Federal Employer Identification Number (EIN)**? If your LAA operates under the umbrella of a parent organization or fiscal agent and does not have its own unique EIN, does it use the parent organization's EIN for tax purposes? The EIN is a 9-digit number (in the "##-#####" format) that is assigned to an organization primarily for tax purposes.\*

- My LAA has its own unique EIN
- My LAA uses the EIN of its parent organization or fiscal agent
- No

**PRE-POPULATED**

**QUESTION 4a:**

Provide the **Federal Employer Identification Number (EIN)** that is used by your LAA. Your EIN is a 10-character code (containing 9 numerical digits and a hyphen) that is provided in the "##-#####" format. This public number (i.e. it is not confidential) may be used by the project researchers to identify information about your LAA from secondary data sources such as the National Center for Charitable Statistics, GuideStar, and DataArts.

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**PRE-POPULATED**

**QUESTION 5:**

Which of the following categories best characterizes the **legal status** of your LAA?\*

- Government agency, department, division, program, or facility
- Nonprofit organization, program, or facility
- Private organization, program, or facility (without nonprofit status)
- Public-private hybrid or partnership
- For-profit business
- Other (*brief description requested*): \_\_\_\_\_

**PRE-POPULATED**

**QUESTION 5a:**

Is your LAA a part of the **local government structure**?\*

- Yes
- No

**PUBLIC, GOVERNMENT LAAs ONLY**

**PRE-POPULATED**

**QUESTION 6:**

With which **level of government** is your LAA affiliated?\*

- City
- County
- Unified city/county (*i.e., a city and county that have merged into one jurisdiction*)
- Other (*brief description requested*): \_\_\_\_\_

**PRE-POPULATED**

**QUESTION 7:**

Tell us where your LAA is **located within the local government structure**. Is it an independent agency, or does it operate under the umbrella of a larger agency, department, division, program, or facility?\*

- MY LAA is an INDEPENDENT agency, department, division, program, or facility within the local government structure
- Operates under the umbrella of Agricultural Extension Office (or similar)
- Operates under the umbrella of City/County Clerk (or similar)
- Operates under the umbrella of City/County Manager (or similar)
- Operates under the umbrella of Community Development (or similar)
- Operates under the umbrella of Economic Development (or similar)
- Operates under the umbrella of Library or Library Services
- Operates under the umbrella of Mayor's Office (or similar)
- Operates under the umbrella of Parks & Recreation (or similar)
- Operates under the umbrella of Planning Office (or similar)
- Operates under the umbrella of Tourism Office (or similar)
- Operates under the umbrella of Transportation or Public Works (or similar)
- Other (*brief description requested*): \_\_\_\_\_

**PRE-POPULATED**

**QUESTION 7a:**

To whom does your LAA's chief staff executive **directly report**?\*

- Reports to the Mayor (or similar)
- Reports to the City/County Manager (or similar)
- Reports to the City Council (or similar)
- Reports to the County Board (or similar)
- Reports to an independent Board of Directors or Arts Commission
- Reports to the head of the Community Development department/division (or similar)
- Reports to the head of the Economic Development department/division (or similar)
- Reports to the head of the Parks & Recreation department/division (or similar)
- Reports to the head of the Planning Office (or similar)
- Reports to the head of the Tourism Office (or similar)
- Other (*brief description requested*): \_\_\_\_\_

**PRE-POPULATED**

**QUESTION 8:**

Does your LAA's chief staff executive participate as a member of a mayor's (or county executive's) "**cabinet**" of senior staff advisors?\*

- Yes
- No
- I don't know
- Not applicable

**PRIVATE, NONPROFIT LAAs ONLY**

**PRE-POPULATED**

**QUESTION 6:**

Has your LAA been **formally "designated"** by the local government as the official local arts agency for your community?\*

- Yes
- No
- I don't know

**PRE-POPULATED**

**QUESTION 7:**

Is your LAA an **independent organization, program, or facility**, or does it operate under the umbrella of one of the following types of parent organizations?\*

- My LAA is an INDEPENDENT organization, program, or facility
- Operates under the umbrella of an Arts Center or Performing Arts Center
- Operates under the umbrella of a Chamber of Commerce
- Operates under the umbrella of a College/University
- Operates under the umbrella of a Community Foundation
- Operates under the umbrella of a Convention and Visitors Bureau
- Operates under the umbrella of an Arts-Discipline-Specific Organization (e.g., a visual or performing arts organization)
- Operates under the umbrella of a For-Profit Business
- Other (*brief description requested*): \_\_\_\_\_

**PRE-POPULATED**

**QUESTION 8:**

Has your LAA received **not-for-profit, tax exempt status** from the Internal Revenue Service (IRS)?\*

- Yes, my LAA has received 501c3 status
- Yes, my LAA has received another type of not-for-profit status (such as 501c4)
- My LAA has applied for not-for-profit status, but has not received it yet
- Not-for-profit status is not applicable to my LAA
- No
- Other (*brief description requested*): \_\_\_\_\_

**ALL LOCAL ARTS AGENCIES CONTINUE HERE**



## Section 3 of 8: Board, Staff, and Volunteers

### PRE-POPULATED

#### QUESTION 1:

Is your LAA held accountable to, or otherwise overseen by, a **board of directors or commission of appointed individuals** (or a similar advisory or governing body)?\*

- Yes
- No

#### QUESTION 1a:

How many people **are currently members of your LAA's board/commission (that you identified above)?\***

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### PRE-POPULATED

#### QUESTION 2:

Does your LAA have at least one **paid employee**? Paid employees can include salaried positions, hourly positions, independent contractors, and paid interns.\*

- Yes
- No, my LAA is operated entirely by volunteer staff
- No, my LAA is operated entirely by its board/commission

#### QUESTION 2a:

Using the categories listed below, how many people were **employed** by your LAA during the past year? Count the number of individual people (not full-time equivalents). For example, a full-time position and a part-time position each count as "1." Be comprehensive by including salaried positions, hourly positions, independent contractors, and paid interns.\*

- \_\_\_\_\_ Full-time **paid** positions
- \_\_\_\_\_ Part-time **paid** positions
- \_\_\_\_\_ Temporary/seasonal/fixed-term **paid** positions (including paid interns)

### PRE-POPULATED

#### QUESTION 2b:

Does your LAA have at least one **unpaid volunteer**? Unpaid volunteers can include executive volunteers, program volunteers, administrative volunteers, special event volunteers, and unpaid interns. (*Exclude board/commission members, if applicable to your LAA, since we already asked about them in Question 9a.*)\*

- Yes
- No

**QUESTION 2c:**

Using the categories listed below, how many people **volunteered** for your LAA during the past year? Count the number of individual people (not full-time equivalents). For example, a full-time volunteer and a part-time volunteer each count as "1." Be comprehensive by including executive volunteers, program volunteers, administrative volunteers, special event volunteers, and unpaid interns. (*Exclude board/commission members, if applicable to your LAA, since we already asked about them in Question 9a.*)\*

\_\_\_\_\_ Full-time **unpaid** volunteers

\_\_\_\_\_ Part-time **unpaid** volunteers

\_\_\_\_\_ Temporary/seasonal/fixed-term **unpaid** volunteers (including unpaid interns)

**QUESTION 3:**

Does your LAA provide **financial resources and/or paid time off for staff to receive professional development** each year outside of the organization. Examples may include conferences, workshops, fellowships, trainings, and online courses/webinars. *Check all that apply.*\*

Yes, for senior leadership

Yes, for middle management

Yes, for entry-level employees

No, not for any staff

## Section 4 of 8: Programs, Services, and Partnerships

### PRE-POPULATED

#### QUESTION 1:

Does your LAA **provide direct financial support** to organizations and/or individual artists (including re-granting programs)? Examples include grants, contracts, loans/microloans, start-up capital, and commissions/fellowships/scholarships.\*

- Yes
- No

#### QUESTION 1a:

Which of the following methods does your LAA use to provide **direct financial support** (including re-granting programs) to organizations and/or individuals? *Check all that apply.\**

- Grants to organizations/programs/facilities
- Grants to individual artists
- Contracts to organizations/programs/facilities
- Contracts to individual artists
- Loans/microloans to organizations/programs/facilities
- Loans/microloans to individual artists
- Start-up capital to organizations/programs/facilities
- Start-up capital to individual artists
- Commissions/fellowships/scholarships for individual artists
- Other (*brief description requested*): \_\_\_\_\_

### PRE-POPULATED

#### QUESTION 2:

Does your LAA present its own **cultural programming** to the public? Examples of community cultural programming can include the performing arts, visual arts, fairs and festivals, media arts, living collections (e.g., zoos and botanical gardens), public radio and public television, public art, and more.\*

- Yes
- No

**QUESTION 3:**

Does your LAA **provide services directly** to any of the following constituency groups? *Check all that apply.\**

Arts/cultural organizations, programs, and/or facilities (e.g., trainings/workshops, technical assistance, facility space, block booking)

Non-arts/cultural organizations, programs, and/or facilities (e.g., trainings/workshops, technical assistance, facility space, block booking)

Individual artists (e.g., artist registry, performance or exhibit space, professional development)

Business community (e.g., board and/or volunteer placements, rotating art exhibits, art purchase programs)

General public (e.g., arts directories, calendar of arts events, ticketing service, newsletter)

No

**PRE-POPULATED**

**QUESTION 4:**

Is your LAA currently involved with the operation of any **cultural facilities**? This could be a facility that is owned by your LAA, or a facility that it manages for another organization. Examples of cultural facilities can include gallery/exhibition space, performance venues and space, studios, artist live/work space, arts incubator space, office space, and more.\*

Yes

No

**PRE-POPULATED**

**QUESTION 5:**

Does your LAA manage or operate a **public art program**?\*

Yes

No, but we are interested in or considering it

No

**PRE-POPULATED**

**QUESTION 5a:**

Does your LAA manage or operate a **percent-for-art program**?\*

Yes

No

**PRE-POPULATED**

**QUESTION 6:**

Does your LAA manage a **cultural district** (sometimes called arts & entertainment districts)?\*

Yes

Not yet, but a cultural district is currently under development

No

**PRE-POPULATED**

**QUESTION 7:**

Do your LAA's written mission and/or goals include **arts education**?\*

- Yes
- No

**PRE-POPULATED**

**QUESTION 8:**

Do your LAA's provide **arts education programming and/or services** to the community?\*

- Yes
- No

**QUESTION 9:**

Has your LAA established **partnerships/collaborations** with other organizations that work in any of the sectors listed below? These can include government agencies, nonprofit organizations, private community organizations, and for-profit businesses. *Check all that apply.\**

- Culture & Heritage (e.g., humanities, history/heritage, diversity/equity/inclusion)
- Diplomacy (e.g., cultural tourism, military, inter-community relationships)
- Economy (e.g., economic or workforce development, jobs)
- Education (e.g., youth development, lifelong learning)
- Environment (e.g., environmental issues, sustainability, science)
- Faith (e.g., religion and spiritual well-being)
- Health & Wellness (e.g., aging, rehabilitative justice, public welfare)
- Infrastructure (e.g., housing, transportation, agriculture, planning)
- Innovation (e.g., technology, entrepreneurship, private sector)
- Social Justice (e.g., civic engagement, immigration)
- No

**QUESTION 10:**

In how many of the following ways does your LAA **support, service, and/or interact with the business community**? *Check all that apply.*\*

- My LAA is engaged in programming with our local chamber of commerce or other business services entity
- My LAA connects with businesses to help them leverage the arts to address diversity, equity and inclusion
- My LAA produces programming that serves the business community (e.g., employee engagement, business volunteers for the arts, artist in residency)
- My LAA facilitates partnerships between the local nonprofit arts community and the business community
- My LAA facilitates partnerships between individual artists and the business community
- My LAA produces programming aimed at supporting creative workers, creators, and individuals throughout the creative economy (freelancers, online maker-businesses such as Etsy shops)
- Other (*brief description requested*): \_\_\_\_\_
- None

**PRE-POPULATED**

**QUESTION 11:**

Has your community completed (or updated) a **community cultural plan** within the past 5 years? A cultural plan is a planning document that is specific to the arts and culture in your community.\*

- Yes
- No
- I don't know

**PRE-POPULATED**

**QUESTION 12:**

Have the arts (or a cultural plan) been **integrated into a community-wide planning effort** such as a city's master plan or a community foundation's regional needs assessment?\*

- Yes
- No
- I don't know

**QUESTION 13:**

Is your LAA currently involved in **using the arts to address any of the topics listed below** (either through its own programming or through the programming of a grantee)? *Check all that apply.\**

- Aging
- Agriculture & Food
- Civic Dialogue
- Community Cohesion
- Community Development
- Diversity, Access, Equity, & Inclusion
- Economic Development
- Environment & Sustainability
- Health & Wellness
- History, Tradition & Heritage
- Housing
- Immigration
- Innovation & Technology
- Lifelong Learning
- Livability
- Military
- Planning
- Political Activation
- Prisons & Rehabilitation
- Public Welfare & Safety
- Religion & Spiritual Well-Being
- Tourism
- Transportation & Infrastructure
- Workforce Development
- Youth Development & Education
- None

**QUESTION 14:**

Which of the following provides the most accurate description of **the way your LAA impacts each of the constituency groups** listed below? (*Choose only one response per horizontal row; an answer is required for each row.*)\*

	My LAA impacts this constituent group directly (it provides programs, services, and/or funding directly to this constituent group)	My LAA impacts this constituent indirectly (it provides support to other groups that then provide programs, services, and/or funding to this constituent group)	My LAA impacts this constituent group tangentially (the work of my LAA affects this constituent group; however, neither my LAAs programs, services, and/or funding—nor the programs, services, and/or funding of the groups it supports—are delivered directly to this constituent group)	This constituent group is not impacted by the work of my LAA
Arts audiences/consumers	( )	( )	( )	( )
People in your community who are neither arts audiences nor arts consumers	( )	( )	( )	( )
Professional artists	( )	( )	( )	( )
Amateur/hobbyist artists	( )	( )	( )	( )
Nonprofit arts and cultural organizations	( )	( )	( )	( )
For-profit arts/creative businesses	( )	( )	( )	( )
Non-arts/non-creative organizations	( )	( )	( )	( )
Elected officials/public sector decisionmakers	( )	( )	( )	( )
Business leaders/private sector decisionmakers	( )	( )	( )	( )



**QUESTION 15:**

The arts have become increasingly integrated into community issues such as health, economics, infrastructure, and equity. **Does your LAA provide or underwrite trainings or educational materials** on either of the topics in the table below? *(Check all that apply per horizontal row; at least one answer is required for each row.)\**

	Yes, for my LAA's staff and/or board	Yes, for the organizations and/or individuals that my LAA directly serves/supports	Yes, for the whole arts community	Yes, for the community-at-large	No
My LAA provides or underwrites trainings or education materials about <b>communicating with non-arts sectors</b> (e.g., private businesses, non-arts agencies, and the military)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My LAA provides or underwrites trainings or education materials about <b>communicating the value of the arts to the community</b> (e.g., economic and social impacts, health & well-being, and creativity & innovation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**QUESTION 16:**

Does your LAA **track trends about the diversity** of the following groups in your community?

*Check all that apply.\**

- Staff members of other arts organizations
- Board members of other arts organizations
- Individual artists
- Arts audiences
- General population of the community
- Other *(brief description requested)*: \_\_\_\_\_
- No

**QUESTION 17:**

Has your LAA adopted an **overarching guiding statement that addresses its vision on diversity, equity, and inclusion**? For example, Americans for the Arts has a [Statement on Cultural Equity](#). *Check all that apply.\**

- Yes, my LAA developed and adopted its own unique statement
- Yes, my LAA adopted a statement developed by another organization or agency
- Yes, my LAA adheres to a statement that was adopted by our parent organization or umbrella entity (e.g., city or county government)
- Not yet, but my LAA is currently in the process of adopting a statement
- No

**QUESTION 18:**

Does your LAA have—or is it required to adhere to—a **diversity policy** for any of the following groups, constituencies, or programs. *(Choose only one response per horizontal row; an answer is required for each row.)\**

	My LAA has its own written diversity policy	My LAA adheres to a written diversity policy that was established by a parent organization or umbrella entity (e.g., city or county government)	It is a consideration in my LAA's operations, but there is no written diversity policy	No	Not applicable
Board/commission	( )	( )	( )	( )	( )
Staff/hiring	( )	( )	( )	( )	( )
Contractors/interns	( )	( )	( )	( )	( )
Volunteers	( )	( )	( )	( )	( )
Vendors	( )	( )	( )	( )	( )
Grantmaking/funding programs	( )	( )	( )	( )	( )
Facilities and facility management	( )	( )	( )	( )	( )
Other programs and services (non-funding)	( )	( )	( )	( )	( )

**QUESTION 19:**

Does your LAA administer any of the following programs **specifically to educate members of your constituency or community on issues of diversity, equity, and inclusion**? *Check all that apply.\**

- Optional group workshops (e.g., for the public)
- Required group workshops (e.g., for grantees or staff)
- Published reports, toolkits, and/or guidelines
- Private recognition of success in this area (e.g. certificates)
- Public recognition of success in this area (e.g., leadership awards)
- Training for board, staff, and/or volunteers
- Other (*brief description requested*): \_\_\_\_\_
- No

**QUESTION 20:**

Does your LAA have **written guidelines that mandate the consideration of diversity** in any of the following areas when it is making decisions about programming and/or services (including grants and other forms of direct financial support, if applicable)? *Check all that apply.\**

- Age
- Artistic discipline
- Disability
- Educational attainment
- Gender identity
- Income
- Marital status
- Political affiliation/view
- Race/ethnicity
- Sexual orientation
- Other (*brief description requested*): \_\_\_\_\_
- No

## Section 5 of 8: Financial Profile

Section 5 collects critical information about the financial profile and budget history of local arts agencies. Where do they get their funding? How do they allocate their expenditures? Collectively, are the LAA field's budgets increasing or decreasing? What is the current financial health of the LAA field? **An answer to each question is required.** To reduce the burden of completing the survey, this section is significantly shorter than the financial sections on our previous LAA surveys. We have consolidated the revenue and expenditure categories and removed several years from the budget trend history. **You should be able to respond to all of the questions in this section using the completed financials from your LAA's most recently completed fiscal year—as well as annual reports from just a couple of previous years.**

### PRE-POPULATED

#### QUESTION 1:

What was the **END DATE** of your local arts agency's **most recently completed fiscal year**? For the purpose of this survey, use its fiscal year that ended most recently and for which your LAA has accurate financial records.

**Month:\***

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**Day:\***

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**Year:\***

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#### QUESTION 2:

From which of the sources below did your LAA **actively fundraise or otherwise solicit financial contributions** during its most recently completed fiscal year? *Check all that apply.\**

Corporations (for-profit businesses including corporate foundations)

Foundations (private and community)

Government (local, state, and/or federal government sources including state arts agency and NEA grants)

Individual Donors

None

**QUESTION 2a:**

For which of the following **specific purposes** did your LAA actively fundraise or otherwise solicit financial contributions from each of the sources it identified in the question above? *Check all that apply for each source of financial contributions; at least one response is required for each row that is displayed.\**

	<b>Re-grant or distribute those dollars to arts/cultural organizations</b>	<b>Re-grant or distribute those dollars to individual artists</b>	<b>Support one or more broad community arts/cultural initiatives</b>	<b>Support one of my LAA's specific programs or initiatives</b>	<b>Use as general operating support (GOS) for my LAA</b>	<b>Other</b>
Corporations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foundations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Individual Donors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**QUESTION 3:**

During the past 10 years, has your LAA been the **primary applicant for a grant from the National Endowment for the Arts (NEA)?\***

- Yes
- No
- I don't know

**QUESTION 3a:**

Your LAA just indicated that it has not applied for an NEA grant during the past 10 years. For **which of the following reasons** has your LAA made the decision not to apply? *Check all that apply.*\*

- My LAA has not been aware of the NEA's granting programs
- My LAA has not had the capacity/staff necessary to apply and/or manage the administrative requirements of a federal grant
- My LAA has not been aware of the availability of consultation and technical assistance from NEA staff
- My LAA has not had the capacity/ability to meet the required matching funds
- My LAA has not wanted to "compete" for available funds with its constituent organizations and local partners
- My LAA has been concerned that its projects/work would not be competitive at the national level
- My LAA has believed that there are no appropriate granting categories for its work
- My LAA has been concerned that the size of an NEA grant award would not be large enough to balance the administrative requirements
- My LAA has believed that it was not eligible because it does not have the required federal tax exemption status (i.e., it is not a 501c3 or an agency of local government)
- My LAA has believed that it was not eligible because it does not yet have a 3-year programming history
- My LAA has believed that it was not eligible because it is not the officially "designated" LAA for our community
- Other (*brief description requested*): \_\_\_\_\_

**QUESTION 4:**

Are revenues generated by any **local or state option taxes used directly to support the arts in your community**? An option tax is a special-purpose tax (such as a hotel occupancy tax or an additional local sales tax) for which at least some of the dollars are used to support the arts or cultural projects.\*

- Yes, my community has a **local** option tax that supports the arts
- Yes, my community has a **state** option tax that support the arts
- Both (my community has both local and state option taxes that support the arts)
- No

**QUESTION 5:  
REVENUES AND OTHER FINANCIAL SUPPORT**

Provide the **dollar amounts of total revenues and other financial support** that your LAA received for each of the itemized categories listed below during its most recently completed fiscal year. Include all monies received by your LAA, including pass-through and re-granting dollars. Enter zero (\$0) where appropriate. Enter whole numbers only. Be sure that the auto-calculated total at the bottom is equal to your LAA's total revenues and other financial support for its most recently completed fiscal year. *If exact figures are not available, your best estimates are fine.\**

- \_\_\_\_\_ Earned revenue
- \_\_\_\_\_ Contributed income (e.g., corporations, foundations, individuals, a parent organization)
- \_\_\_\_\_ Local government revenue and support (i.e., revenue from city/town and county government sources only)
- \_\_\_\_\_ State government revenue and support
- \_\_\_\_\_ Federal government revenue and support
- \_\_\_\_\_ In-kind (value of contributions received; include offsetting dollars in Question 6 below—expenditures)
- \_\_\_\_\_ Other/miscellaneous (not classified above)

**QUESTION 6:  
EXPENDITURES**

Provide the **dollar amounts of total expenditures** made by your LAA during its most recently completed fiscal year. Use the itemized categories of expenditure listed below. Amounts should include all monies spent by your LAA including pass-through re-granting dollars. *Please also be sure to include offsetting expenditures for any in-kind contributions that you included in the Revenues and Other Financial Support question above.* Enter zero (\$0) where appropriate. Enter whole numbers only. Be sure that the auto-calculated total at the bottom is equal to your LAA's total expenditures for its most recently completed fiscal year. *If exact figures are not available, your best estimates are fine.\**

- \_\_\_\_\_ Payroll/personnel (salaries, wages, employee benefits, and payroll taxes)
- \_\_\_\_\_ Administrative overhead (e.g., rent, utilities, supplies)
- \_\_\_\_\_ Grants and contracts (financial support provided to other organizations and/or artists)
- \_\_\_\_\_ Fundraising (all fundraising-related expenses)
- \_\_\_\_\_ Cultural programs and services (including public art and facility management)
- \_\_\_\_\_ Other/miscellaneous (not classified above)

**QUESTION 7:**

Which of the following describes the **financial situation in which your LAA finished** its most recently completed fiscal year?\*

- Surplus (revenues were greater than expenditures)
- Break-even (revenues matched expenditures)
- Deficit (expenditures were greater than revenues)

**QUESTION 8:**

How much **cash** (including cash reserves) does your LAA have readily available right now?\*

- None (\$0)
- Less than 1 month of expenses
- 1 month of expenses
- 2-3 months of expenses
- 4-6 months of expenses
- More than 6 months of expenses
- Not applicable because the remaining dollars roll back into the municipal general fund (government LAAs)
- Not applicable (brief description requested): \_\_\_\_\_

**QUESTION 9a:**

TOTAL SUPPORT AND REVENUE including dollars received from government sources (2016-2019)—**total support and revenue should include all operating and pass-through dollars received by your local arts agency including all sources of government support, contributed income, earned revenue, individual donations, grants received, etc.**

**PRE-POPULATED**

Total Support and Revenue for Fiscal Year ENDING in **2016\***

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**PRE-POPULATED**

Total Support and Revenue for Fiscal Year ENDING in **2017\***

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**PRE-POPULATED**

Total Support and Revenue for Fiscal Year ENDING in **2018\***

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Total Support and Revenue for Fiscal Year ENDING in **2019\***

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**QUESTION 9b:**

LOCAL GOVERNMENT SUPPORT from city and county government sources only (2016-2019)—**local government support should include all dollars received by your LAA from city and/or county government sources such as line item allocations, revenues from option taxes, and pass-through government dollars that your LAA redistributes within the community. Local government support is typically a subset of an LAA's total revenue, although in some cases it can be an LAA's only source of revenue; your LAA's answers to this section should be less than or equal to its answers to Question 9a above.**

**PRE-POPULATED**

Local Government Support for Fiscal Year ENDING in 2016\*

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**PRE-POPULATED**

Local Government Support for Fiscal Year ENDING in 2017\*

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**PRE-POPULATED**

Local Government Support for Fiscal Year ENDING in 2018\*

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Local Government Support for Fiscal Year ENDING in 2019\*

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**QUESTION 9c:**

TOTAL EXPENDITURES (2016-2019)—**total expenditures should include all dollars spent by your local arts agency including payroll, programming, grants awarded (including pass-through grants), purchases of goods and services, etc.**

**PRE-POPULATED**

Total Expenditures for Fiscal Year ENDING in 2016\*

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**PRE-POPULATED**

Total Expenditures for Fiscal Year ENDING in 2017\*

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**PRE-POPULATED**

Total Expenditures for Fiscal Year ENDING in 2018\*

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Total Expenditures for Fiscal Year ENDING in 2019\*

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## Section 6 of 8: Looking to the Future

### QUESTION 1:

Based on the recognition of its importance by local government, businesses, funders, and/or the public—**how successfully do you think your LAA has integrated arts and culture into the daily life of your community**, in your opinion?\*

- Extremely successfully
- Successfully
- With a little success
- Not at all successfully
- We don't view this as our role in the community
- Other (*brief description requested*): \_\_\_\_\_

### QUESTION 2:

How would you characterize the financial outlook for **your LAA two years from now?**\*

- Better than it is now
- About the same as it is now
- Worse than it is now

### QUESTION 3:

How would you characterize the financial outlook for **your constituents two years from now?**\*

- Better than it is now
- About the same as it is now
- Worse than it is now

### QUESTION 4:

During the next two years, do you anticipate that **demand for services from your LAA** will change?\*

- Increase significantly
- Increase modestly
- Stay about the same
- Decrease modestly
- Decrease significantly

**QUESTION 5:**

How strongly do you **agree or disagree** with each of the following statements about your LAA?(Choose only one response per horizontal row; an answer is required for each row.)\*

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>
My LAA's staff, board/commission, and volunteers have the <b>appropriate level of skills</b> to respond to the needs of our constituents.	( )	( )	( )	( )	( )
My LAA has the <b>correct mix of financial resources</b> .	( )	( )	( )	( )	( )
My LAA has an <b>appropriate level of diversity</b> among the staff, board/commission, and volunteers.	( )	( )	( )	( )	( )
My LAA offers the programs and services that will <b>achieve the deepest impact in our community</b> .	( )	( )	( )	( )	( )
My LAA's <b>staff and board/commission</b> are able to effectively communicate the value and impact of the arts on our community.	( )	( )	( )	( )	( )
My community's <b>pro-arts decisionmakers (e.g., elected officials, business leaders)</b> are able to effectively communicate the value and impact of the arts on our community.	( )	( )	( )	( )	( )

**QUESTION 6:**

In your opinion, choose the FIVE most important areas of priority for your LAA's entire community during the next 12 months. **Select exactly FIVE responses.** *The list below is identical to the list of topics that were included in Question 31 (the topics your LAA is using the arts to address), so it will look familiar.\**

- Aging
- Agriculture & Food
- Art
- Civic Dialogue
- Community Cohesion
- Community Development
- Diversity, Access, Equity, & Inclusion
- Economic Development
- Environment & Sustainability
- Health & Wellness
- History, Tradition & Heritage
- Housing
- Immigration
- Innovation & Technology
- Lifelong Learning
- Livability
- Military
- Planning
- Political Activation
- Prisons & Rehabilitation
- Public Welfare & Safety
- Religion & Spiritual Well-Being
- Tourism
- Transportation & Infrastructure
- Workforce Development
- Youth Development & Education

## Sections 7 & 8: The 2019 Supplemental Modules

Each year, the Annual Profile of Local Arts Agencies will include supplemental modules designed to provide a deeper evaluation of one or more specific topic areas. The two supplemental topics for the 2019 survey are (1) partnerships with non-arts organizations and (2) option taxes used to support the arts. *These modules will only display questions that are relevant to your local arts agency (based on the answers to questions asked earlier in the survey).* As a result, you may notice that some question numbers (and perhaps an entire module) will be skipped. This is normal. *Simply provide an answer to each question that is displayed.*

**Read to continue?** Click NEXT PAGE to begin the 2019 supplemental module on partnerships with non-arts organizations.

### Section 7 of 8: Partnerships with Non-Arts Organizations

#### **Cross Sector Partnerships, Impact, and Public Value**

**This module is designed to explore your work on creating and maintaining partnerships outside the arts for your agency and your constituents. Partnerships can be defined in a lot of ways—for the purposes of this module, if you feel like you have a “relationship involving close cooperation and joint rights, responsibilities, and benefits” with another entity, you’ve got a partnership, and we’d like to know more about it!**

**Partnerships—QUESTION 1:**

**Previously in Section 4 of this survey, your local arts agency reported that it is actively involved in using the arts to address the specific community development topics that are listed below. Please indicate if your LAA has an active partnership with at least one non-arts organization/program/agency/business that impacts each community development topic as either primary or secondary outcome. *Check all that apply for each community development topic; a response is required for each row that is displayed.\****

	At least one partnership where a <b>PRIMARY</b> goal is to address this topic	At least one partnership where a <b>SECONDARY</b> goal is to affect this topic	NONE
Prisons & Rehabilitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agriculture & Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health & Wellness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation & Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Military	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Political Activation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immigration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Welfare & Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity, Equity, & Inclusion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifelong Learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Livability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Cohesion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovation & Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion & Spiritual Well-Being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	At least one partnership where a <b>PRIMARY</b> goal is to address this topic	At least one partnership where a <b>SECONDARY</b> goal is to affect this topic	NONE
Environment & Sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
History, Tradition & Heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workforce Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Civic Dialogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth Development & Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Partnerships—QUESTION 2:**

**During the past few years (2016-2019), has your LAA formally or informally partnered with non-arts organizations—of any size—in any of the following categories? *Check all that apply.*\***

- For-profit businesses
- Government agencies or other public entities (non-arts)
- Nonprofit organizations or associations (non-arts)
- No

**Partnerships—QUESTION 3:**

**Has your LAA identified at least one potential partnership with a non-arts organization that it has been unable to pursue or achieve, but that you wish that it could?\***

- Yes
- No

**Partnerships—QUESTION 3a:**

**What barriers are keeping your LAA from pursuing and/or achieving any non-arts partnerships that it would like to pursue? *Check all that apply.*\***

- Money
- Staff capacity/time
- Ability to maintain the partnership
- Reticence on the part of the non-LAA partner
- Lack of board/commission buy-in
- Other (*brief description requested*): \_\_\_\_\_
- None

**Partnerships—QUESTION 3b:**

**Are there tools, training, or services that would help your LAA to pursue and secure partnerships with non-arts organizations that it would like to have? *Check all that apply.*\***

- In-person training (in your community and/or on a state/national level)
- Online training
- Digital learning resources
- Printed learning materials
- An online clearinghouse of example projects/case studies
- Other (*brief description requested*): \_\_\_\_\_
- No

**Partnerships—QUESTION 4:**

**Generally speaking, which of the following best describes how your LAA documents the structure, roles and responsibilities, and desired outcomes of partnerships with non-arts organizations?\***

- We verbally agree, but don't have a written record
- We keep our own record; it is not part of any written agreement
- We mutually draft up a document, but it is kept separate from any formal agreement
- We incorporate these components into a formal agreement
- Other (*brief description requested*):



**Partnerships—QUESTION 5:**

**Which of the following have been the most effective in assisting your LAA to create and maintain partnerships with non-arts organizations? *Check all that apply.*\***

- The pARTnership Movement (by Americans for the Arts)
- Americans for the Arts (other resources)
- Chamber of Commerce
- City government
- County government
- Independent Sector
- Boardsource
- Nonprofit state association
- Other national, state, or local service organizations
- Other peer LAAs
- Individual consultants
- Others (*brief description requested*): \_\_\_\_\_
- None

**Partnerships—QUESTION 6:**

**Generally speaking, which of the following does your LAA do to evaluate the effectiveness of its partnerships with non-arts organizations? *Check all that apply.* \***

- We compare results to our original hoped-for outcomes
- We ask our partner how effective they think the partnership has been
- We do an informal survey of stakeholders in the partnership
- We do a written survey of stakeholders in the partnership
- We look at broad community-level indicators to measure community impact
- We rely exclusively on evaluation from our partner
- Other (*brief description requested*): \_\_\_\_\_
- None of the above (we don't evaluate non-arts partnerships)

**Partnerships—QUESTION 6a:**

**You indicated that your LAA formally or informally gathers information about the effectiveness of its partnerships with non-arts organizations. About which of the following categories does it gather information? *Check all that apply.***

\*

- Interpersonal communication/conflict
- Financial impact on the LAA
- Financial impact on the partner
- Non-financial impact on the LAA
- Non-financial impact on the partner
- Impact on a broader constituency and/or the community
- Other (*brief description requested*): \_\_\_\_\_

**Partnerships—QUESTION 6a:**

**You indicated that your LAA generally does not evaluate its partnerships with non-arts organizations. What informal methods does it use to judge whether the relationship should continue? \***

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## **Section 7 of 8: Partnerships with For-Profit Businesses**

**Your local arts agency indicated that it has at least one partnership with a for-profit business of any size. The questions on this page refer to partnerships with for-profit businesses.**

**For-Profit Partnerships—QUESTION 1:**

**The questions in this section require to you have a general idea of your LAA's partnerships with for-profit business. In a few sentences, please give us some context by briefly describing the partnership(s) you're thinking about.\***

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**For-Profit Partnerships—QUESTION 2:**

**Generally speaking, which of the following describes the level of formality with which you enter partnerships with for-profit business partners?\***

- We generally do not have any formal agreement
- We have a handshake/verbal-only agreement
- We have an informal documented exchange (e.g., email thread)
- We have a written, non-legally-binding document (e.g., MOU)
- We have a written, legally-binding document (e.g., contract)

**For-Profit Partnerships—QUESTION 2a:**

**Generally speaking, who is responsible for the format and content of agreements for your LAA's partnerships with for-profit businesses?\***

- Exclusively my LAA
- Exclusively the for-profit business partner
- The agreement is developed collaboratively
- The agreement is dictated by a third-party policy (e.g., a government or parent company)
- It varies
- I don't know

**For-Profit Partnerships—QUESTION 3a:**

**Generally speaking, what do you think are the top five goals or expected outcomes for your FOR-PROFIT PARTNERS in their partnerships with your LAA? *CHOOSE UP TO FIVE RESPONSES.\****

- Getting financial support
- Giving financial support
- Getting non-financial resources
- Giving non-financial resources
- Getting expertise
- Giving expertise
- Providing board/volunteer opportunities in the arts
- Getting visibility for your LAA
- Getting broader visibility for the arts
- Giving visibility to their organization
- Improving the lives of their employees
- Enhancing the skills of their employees
- Increasing creativity of their employees
- Encouraging innovation of their employees
- Accessing the partner's contacts
- Giving the partner access to your contacts
- Advance my LAA's diversity/equity goals
- Advance the partner's diversity/equity goals
- Other (brief description requested): \_\_\_\_\_

**For-Profit Partnerships—QUESTION 3b:**

**Generally speaking, what are the top five goals or expected outcomes for YOUR LAA in its partnerships with for-profit partners? *CHOOSE UP TO FIVE RESPONSES.\****

- Getting financial support
- Giving financial support
- Getting non-financial resources
- Giving non-financial resources
- Getting expertise
- Giving expertise
- Providing board/volunteer opportunities in the arts
- Getting visibility for your LAA
- Getting broader visibility for the arts
- Giving visibility to their organization
- Improving the lives of their employees
- Enhancing the skills of their employees
- Increasing creativity of their employees
- Encouraging innovation of their employees
- Accessing the partner's contacts
- Giving the partner access to your contacts
- Advance my LAA's diversity/equity goals
- Advance the partner's diversity/equity goals
- Other (brief description requested): \_\_\_\_\_

**For-Profit Partnerships—QUESTION 4:**

**In general, in terms of the overall investment required to achieve the desired outcomes in your partnerships with for-profit businesses, how equally are contributions distributed?**

*Choose one response for each row.\**

	<b>Our for-profit partner(s) provide more</b>	<b>We provide about the same</b>	<b>My LAA provides more</b>
Financial underwriting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff time/human capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space or other overhead resources (phone lines, web hosting, offices, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**For-Profit Partnerships—QUESTION 5:**

**Between your LAA and your for-profit partner, what is the balance of financial risk incurred by each partner?\***

- Our for-profit partner(s) take on more financial risk
- We take on about the same amount of financial risk
- My LAA takes on more financial risk

**For-Profit Partnerships—QUESTION 6:**

**In general, in terms of the outcomes achieved in your partnerships with for-profit businesses, how equally received is the impact of the partnerships? *Choose one response for each row.\****

	<b>Our for-profit partner(s) receive more impact</b>	<b>We receive about the same impact</b>	<b>My LAA receives more impact</b>
Financial impact	( )	( )	( )
Impact on staff or volunteers	( )	( )	( )
Impact on visibility/perceived value	( )	( )	( )
Overall reward	( )	( )	( )

**For-Profit Partnerships—QUESTION 7:**

**In which of the following industries/sectors are your for-profit partners involved? *Check all that apply.\****

- Construction/Real Estate
- Financial Services
- Food and Beverage
- Healthcare
- Hospitality
- Infrastructure & Telecommunications
- Manufacturing
- Media/Entertainment
- Professional and Business Services
- Technology
- Other (*brief description requested*): \_\_\_\_\_

## Section 7 of 8: Partnerships with Government/Public Agencies

Your local arts agency indicated that it has at least one partnership with a non-arts government agency or other public entity. The questions on this page refer to partnerships with government partners.

### Government Partnerships—QUESTION 1:

The questions in this section require to you have a general idea of your LAA's partnerships with non-arts government agencies or public entities. In a few sentences, please give us some context by briefly describing the partnership(s) you're thinking about.\*

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### Government Partnerships—QUESTION 2:

Generally speaking, which of the following describes the level of formality with which you enter partnerships with government or public entity partners?\*

- We generally do not have any formal agreement
- We have a handshake/verbal-only agreement
- We have an informal documented exchange (e.g., email thread)
- We have a written, non-legally-binding document (e.g., MOU)
- We have a written, legally-binding document (e.g., contract)

### Government Partnerships—QUESTION 2a:

Generally speaking, who is responsible for the format and content of agreements for your LAA's partnerships with government or public entity partners?\*

- Exclusively my LAA
- Exclusively the government partner
- The agreement is developed collaboratively
- The agreement is dictated by a third-party policy (e.g., a government or parent company)
- It varies
- I don't know

**Government Partnerships—QUESTION 3a:**

**Generally speaking, what do you think are the top five goals or expected outcomes for your GOVERNMENT PARTNERS in their partnerships with your LAA? *CHOOSE UP TO FIVE RESPONSES.\****

- Getting financial support
- Giving financial support
- Getting non-financial resources
- Giving non-financial resources
- Getting expertise
- Giving expertise
- Providing board/volunteer opportunities in the arts
- Getting visibility for your LAA
- Getting broader visibility for the arts
- Giving visibility to their organization
- Improving the lives of their employees
- Enhancing the skills of their employees
- Increasing creativity of their employees
- Encouraging innovation of their employees
- Accessing the partner's contacts
- Giving the partner access to your contacts
- Advance my LAA's diversity/equity goals
- Advance the partner's diversity/equity goals
- Other (brief description requested): \_\_\_\_\_

**Government Partnerships—QUESTION 3b:**

**Generally speaking, what are the top five goals or expected outcomes for YOUR LAA in its partnerships with government partners? *CHOOSE UP TO FIVE RESPONSES.\****

- Getting financial support
- Giving financial support
- Getting non-financial resources
- Giving non-financial resources
- Getting expertise
- Giving expertise
- Providing board/volunteer opportunities in the arts
- Getting visibility for your LAA
- Getting broader visibility for the arts
- Giving visibility to their organization
- Improving the lives of their employees
- Enhancing the skills of their employees
- Increasing creativity of their employees
- Encouraging innovation of their employees
- Accessing the partner's contacts
- Giving the partner access to your contacts
- Advance my LAA's diversity/equity goals
- Advance the partner's diversity/equity goals
- Other (brief description requested): \_\_\_\_\_

**Government Partnerships—QUESTION 4:**

**In general, in terms of the overall investment required to achieve the desired outcomes in your partnerships with government or public entities, how equally are contributions distributed? Choose one response for each row.\***

	<b>Our government partner(s) provide more</b>	<b>We provide about the same</b>	<b>My LAA provides more</b>
Financial underwriting	( )	( )	( )
Staff time/human capital	( )	( )	( )
Space or other overhead resources (phone lines, web hosting, offices, etc.)	( )	( )	( )

**Government Partnerships—QUESTION 5:**

**Between your LAA and your government or public entity partner, what is the balance of financial risk incurred by each partner?\***

- ( ) Our government partner(s) take on more financial risk
- ( ) We take on about the same amount of financial risk
- ( ) My LAA takes on more financial risk



**Government Partnerships—QUESTION 6:**

**In general, in terms of the outcomes achieved in your partnerships with government or public entities, how equally received is the impact of the partnerships? *Choose one response for each row.\****

	<b>Our government partner(s) receive more impact</b>	<b>We receive about the same impact</b>	<b>My LAA receives more impact</b>
Financial impact	( )	( )	( )
Impact on staff or volunteers	( )	( )	( )
Impact on visibility/perceived value	( )	( )	( )
Overall reward	( )	( )	( )

## Section 7 of 8: Partnerships with Non-Arts Nonprofits/Associations

Your local arts agency indicated that it has at least one partnership with a non-arts nonprofit organization or association. The questions on this page refer to partnerships with nonprofit organizations.

### Non-Arts Nonprofit Partnerships—QUESTION 1:

The questions in this section require to you have a general idea of your LAA's partnerships with **non-arts nonprofit organizations or associations**. In a few sentences, please give us some context by briefly describing the partnership(s) you're thinking about.\*

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### Non-Arts Nonprofit Partnerships—QUESTION 2:

Generally speaking, which of the following describes the **level of formality** with which you enter partnerships with non-arts nonprofits or associations?\*

- We generally do not have any formal agreement
- We have a handshake/verbal-only agreement
- We have an informal documented exchange (e.g., email thread)
- We have a written, non-legally-binding document (e.g., MOU)
- We have a written, legally-binding document (e.g., contract)

### Non-Arts Nonprofit Partnerships—QUESTION 2a:

Generally speaking, who is responsible for the **format and content of agreements** for your LAA's partnerships with non-arts nonprofit organizations or associations?\*

- Exclusively my LAA
- Exclusively the nonprofit business partner
- The agreement is developed collaboratively
- The agreement is dictated by a third-party policy (e.g., a government or parent company)
- It varies
- I don't know

**Non-Arts Nonprofit Partnerships—QUESTION 3a:**

Generally speaking, what do you think are the **top five goals or expected outcomes for your NON-ARTS NONPROFIT PARTNERS** in their partnerships with your LAA? ***CHOOSE UP TO FIVE RESPONSES.\****

- Getting financial support
- Giving financial support
- Getting non-financial resources
- Giving non-financial resources
- Getting expertise
- Giving expertise
- Providing board/volunteer opportunities in the arts
- Getting visibility for your LAA
- Getting broader visibility for the arts
- Giving visibility to their organization
- Improving the lives of their employees
- Enhancing the skills of their employees
- Increasing creativity of their employees
- Encouraging innovation of their employees
- Accessing the partner's contacts
- Giving the partner access to your contacts
- Advance my LAA's diversity/equity goals
- Advance the partner's diversity/equity goals
- Other (brief description requested): \_\_\_\_\_

**Non-Arts Nonprofit Partnerships—QUESTION 3b:**

Generally speaking, what are the **top five goals or expected outcomes for YOUR LAA** in its partnerships with non-arts nonprofit partners? ***CHOOSE UP TO FIVE RESPONSES.\****

- Getting financial support
- Giving financial support
- Getting non-financial resources
- Giving non-financial resources
- Getting expertise
- Giving expertise
- Providing board/volunteer opportunities in the arts
- Getting visibility for your LAA
- Getting broader visibility for the arts
- Giving visibility to their organization
- Improving the lives of their employees
- Enhancing the skills of their employees
- Increasing creativity of their employees
- Encouraging innovation of their employees
- Accessing the partner's contacts
- Giving the partner access to your contacts
- Advance my LAA's diversity/equity goals
- Advance the partner's diversity/equity goals
- Other (brief description requested): \_\_\_\_\_

**Non-Arts Nonprofit Partnerships—QUESTION 4:**

In general, in terms of the **overall investment required** to achieve the desired outcomes in your partnerships with non-arts nonprofits and associations, how equally are contributions distributed?

*Choose one response for each row.\**

	<b>Our non-arts nonprofit partner(s) provide more</b>	<b>We provide about the same</b>	<b>My LAA provides more</b>
Financial underwriting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff time/human capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space or other overhead resources (phone lines, web hosting, offices, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Non-Arts Nonprofit Partnerships—QUESTION 5:**

Between your LAA and your non-arts nonprofit and association partners, what is the **balance of financial risk** incurred by each partner?\*

- Our nonprofit partner(s) take on more financial risk
- We take on about the same amount of financial risk
- My LAA takes on more financial risk

**Non-Arts Nonprofit Partnerships—QUESTION 6:**

In general, in terms of the outcomes achieved in your partnerships with non-arts nonprofits and associations, **how equally received is the impact of the partnerships?** *Choose one response for each row.\**

	<b>Our non-arts nonprofit partner(s) receive more impact</b>	<b>We receive about the same impact</b>	<b>My LAA receives more impact</b>
Financial impact	( )	( )	( )
Impact on staff or volunteers	( )	( )	( )
Impact on visibility/perceived value	( )	( )	( )
Overall reward	( )	( )	( )

## Section 8 of 8: Option Taxes Used to Support the Arts

The 2019 survey's second and final supplemental module is designed to explore the innovative ways that communities use the revenues generated by local and state option taxes to support the arts and culture. **An option tax is a special-purpose tax used as a means of raising money for a specific purpose.** Before an option tax can be implemented either a public referendum (i.e., a vote) or a policy ordinance must be passed. **Common examples of local and state option taxes include hotel/lodging taxes, sales taxes, and admissions taxes.** The primary benefit of using an option tax to support the arts is that they provide a reliable (and often significant) source of annual funding.

### Option Taxes—QUESTION 1:

In Section 6 of this survey, your local arts agency reported that a local or state option tax generates revenue for the arts in your community. **Which of the following option taxes are used to support the arts?** *Check all that apply.\**

- Admissions/Amusement tax
- Alcohol/Liquor/Beverage tax
- Billboard tax
- Cable Television tax
- Car Rental tax
- Cigarette/Tobacco tax
- Community Development tax
- Corporate Filing fees
- Food/Meal tax
- Hotel/Motel/Lodging/Transient tax
- Income tax
- License Plate fees
- Lottery/Gambling/Gaming tax
- Marijuana tax
- Parking tax/Parking Meter fees
- Property tax
- Sales tax
- Sugary Drink/Soda tax
- CD/Video/Game Rental tax
- Other (*description REQUIRED*): \_\_\_\_\_\*

## Answer Question 1a-1h for EACH Option Tax that Currently Supports the Arts in Your Community (identified on previous page)

### QUESTION 1a:

Which **method of adoption** was used to put this tax in place?\*

- Policy ordinance (it was voted on by a governing body such as a city or county council, and adopted as official policy)
- Public referendum (it was voted on by the general public in an election, and adopted into law)
- Other (*brief description requested*): \_\_\_\_\_
- I don't know

### QUESTION 1b:

At which level of government is this tax **levied** (i.e., within what region is this tax implemented)?\*

- City
- County
- State
- Special tax district (*brief description requested*): \_\_\_\_\_
- Other (*brief description requested*): \_\_\_\_\_
- I don't know

### QUESTION 1c:

During the past fiscal year, approximately how much revenue was **generated for the arts** by this tax? Your best estimate is fine.\*

- Less than \$100,000
- \$100,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 to \$4,999,999
- \$5,000,000 to \$9,999,999
- \$10,000,000 to \$19,999,999
- \$20,000,000 or more
- I don't know

### QUESTION 1d:

Does your LAA **receive or otherwise handle** any of the arts dollars that are generated by the [*question('option value'), id='609', option='11533'*]? *Check all that apply.*\*

- Yes, my LAA receives operating revenue from the dollars generated by this tax
- Yes, my LAA receives pass-through dollars generated by this tax that we re-grant or re-distribute into the community
- No, the dollars generated by this tax do not touch my LAA's budget
- Other (brief description requested): \_\_\_\_\_

**QUESTION 1e:**

In your opinion, is the amount of dollars generated for the arts by the [question('option value'), id='609', option='11533'] likely to **increase, stay the same, or decrease** during the next three years?\*

- Increase significantly
- Increase somewhat
- Stay the same
- Decrease somewhat
- Decease Significantly
- I don't know

**QUESTION 1f:**

For which of the following reasons do you think that the amount of dollars generated for the arts by the [question('option value'), id='609', option='11533'] is likely to **decrease during the next three years**? Check all that apply.\*

- Economic downturn
- New/changing leadership
- Lack of public education and engagement
- Political turbulence
- I don't know
- Other (brief description requested):

**QUESTION 1g:**

For which of the following reasons do you think that the amount of dollars generated for the arts by the [question('option value'), id='609', option='11533'] is likely to **increase during the next three years**? Check all that apply.\*

- Economic upturn
- New/changing leadership
- Increased public education and engagement
- Political support
- I don't know
- Other (brief description requested):

**QUESTION 1h:**

Is there an ongoing effort by arts and/or community leaders to **increase the amount of dollars that the arts receive** from the [question('option value'), id='609', option='11533']?\*

- Yes, and my LAA is actively involved in this effort
- Yes, but my LAA is not actively involved in this effort
- No
- I don't know



**Option Taxes—QUESTION 2:**

Your LAA reported earlier on this survey that your community currently does not have a local or state option tax that supports the arts. **Has there been a previous yet unsuccessful effort to establish a local or state option tax that would support the arts in your community?\***

- Yes
- No
- I don't know

**Option Taxes—QUESTION 2a:**

Identify the **type of option tax that was pursued unsuccessfully** in the past. *Check all that apply.\**

- Admissions/Amusement Tax
- Alcohol/Liquor/Beverage Tax
- Billboard Tax
- Cable Television Tax
- Car Rental Tax
- Cigarette/Tobacco Tax
- Community Development Tax
- Food/Meal Tax
- Hotel/Motel/Lodging/Transient tax
- Income Tax
- Lottery/Gambling/Gaming Tax
- Marijuana Tax
- Parking Tax/Parking Meter Fees
- Property Tax
- Sales Tax
- Sugary Drink/Soda Tax
- CD/Video/Game Rental Tax
- Other (brief description requested): \_\_\_\_\_

**Option Taxes—QUESTION 2b:**

Was your LAA actively involved in the previous yet unsuccessful effort(s) **to establish a local or state option tax that would support the arts?\***

- Yes, my LAA was **directly** involved in the previous effort(s)
- Yes, my LAA was **tangentially** involved in the previous effort(s)
- No
- I don't know

**Option Taxes—QUESTION 3:**

Is there **an active effort currently underway to establish a new local or state option tax** that would generate funds for the arts in your community?\*

- Yes
- No
- I don't know

**Option Taxes—QUESTION 3a:**

Identify the **type of option tax that is being pursued currently** to support the arts in your community. *Check all that apply.\**

- Admissions/Amusement Tax
- Alcohol/Liquor/Beverage Tax
- Billboard Tax
- Cable Television Tax
- Car Rental Tax
- Cigarette/Tobacco Tax
- Community Development Tax
- Food/Meal Tax
- Hotel/Motel/Lodging/Transient tax
- Income Tax
- Lottery/Gambling/Gaming Tax
- Marijuana Tax
- Parking Tax/Parking Meter Fees
- Property Tax
- Sales Tax
- Sugary Drink/Soda Tax
- CD/Video/Game Rental Tax
- Other (brief description requested): \_\_\_\_\_

**Option Taxes—QUESTION 3b:**

Is your LAA actively involved in the current effort **to establish a local or state option tax that would support the arts?\***

- Yes, my LAA is **directly** involved in the current effort
- Yes, my LAA is **tangentially** involved in the current effort
- No
- I don't know

**Option Taxes—QUESTION 4:**

Does your LAA have **examples of materials that have been developed and used to support the implementation of local or state option taxes** to support the arts in your community? These may include examples of tax language, examples of tax dollar distribution policies, campaign names, print materials, talking points, and research/evaluation. It does not matter if the effort led to the successful implementation of the tax\*

- Yes
- No, but another organization in my community has examples of these types of materials
- No
- I don't know

**OPTIONAL—QUESTION 4a:**

If possible, please provide the URLs to any websites or other online resources containing examples of materials that were developed and/or used to support the implementation of local or state option taxes **to support the arts in your community. Americans for the Arts works in partnership with the local arts agency field to connect communities across the country and share best practices and other resources. We will compile these examples and share them with the field.**

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**OPTIONAL—QUESTION 4b:**

If possible, please upload any examples of materials that your LAA has developed and/or used to support the implementation of local or state option taxes **to support the arts in your community. Americans for the Arts works in partnership with the local arts agency field to connect communities across the country and share best practices and other resources. We will compile these examples and share them with the field.** *You may upload up to 3 separate files, and each file must be 10 megabytes in size or smaller.*

**OPTIONAL—QUESTION 5:**

Who is the best person to contact for more information about your community's local or state option tax and its impact on the arts? **The ways in which communities establish, maintain, and operate local and state option taxes for the arts are rich and remarkable stories. May we contact you (or one of your peers) directly by phone or email to ask a few follow-up questions about the tax that is used to support the arts in your community? Your time will enable us to develop tools and training to assist other communities that are trying to develop new (or strengthen existing) tax funding systems for the arts.**

**First Name:** \_\_\_\_\_

**Last Name:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Phone Number (in the "###-###-####" format):** \_\_\_\_\_

## Final Thoughts

### **OPTIONAL—THE LAST QUESTION:**

Provide any final thoughts or feedback. **What key piece of information about your local arts agency and the work it is doing in your community was not captured by the questions on this survey? Is there anything else you'd like to share about your local arts agency and the opportunities/challenges that lay ahead?**

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## **THANK YOU!!!**

**You have COMPLETED the 2019 LAA Profile survey for your local arts agency! Thank you very much for committing the time necessary to provide this valuable information.**

- We will share the survey findings with you as they are published.
- Finally, remember that our new [LAA Dashboard](#) provides the ability to run your own customized reports and see how your LAA stacks up against its peers. The updated information from this 2019 Profile survey will be added to the Dashboard in the fall.

Your browser will be re-directed to our local arts agency research page in a few seconds.

*Again, thank you for your participation!*

**Randy Cohen**

**Vice President of Research and Policy**

**Americans for the Arts**